

# Chautauqua Access Management Plan (CAMP)

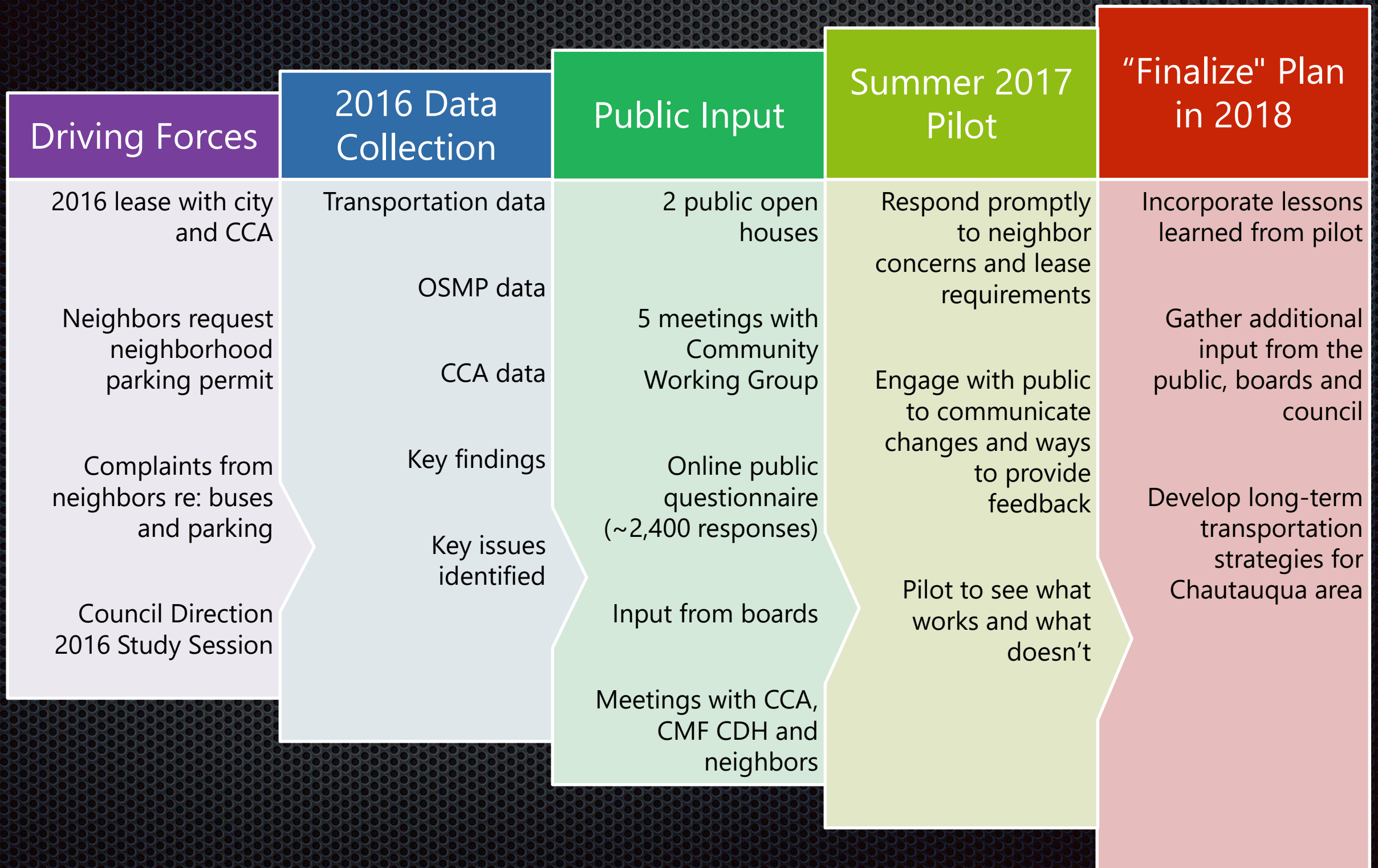
City Council – Public Hearing

*Seeking Council Action on  
Staff Recommendations for Summer 2017 Pilot Program*

*April 18, 2017*



# CAMP Context and Process





# CAMP 2017 Pilot Purpose

“Test various mitigation measures to assess effectiveness in reaching the CAMP goals and to inform development of a CAMP for implementation in future summers.”



# Transit Service – Stay with 7am-7pm

## PROPOSED CHAUTAUQUA SHUTTLE

WEEKEND SERVICE



**FREE  
EVERY  
15 MINUTES!**

**DOGS  
ALLOWED**



\*For Auditorium event shuttle information please visit,  
<https://www.chautauqua.com/events/map-directions-transportation/>

**P** Free Public Parking  
**P** Paid Parking



### Proposed Modifications to 4/4/17 Recommendations

- Parking Management (and transit service) on weekends only
- Paid parking from 8am to 5pm
- No time restrictions in any zone
- Parking fee – stay at \$2.50 per hour
  - Only pay for regulated hours
  - No variable fee based on Boulder vehicle registration
- No additional pay stations in the landmark district – Pay stations on Baseline Road only and use of Park Mobile application with support from Parking Ambassadors in other zones
- Bicycle Parking – Additional racks being pursued by OSMP and CCA



## Proposed Permit System in the CCA Leasehold Area

(13 pilot weekends only)

- Public parking on Clematis Drive & at McClintock Trailhead
- Signs at the entry points; no additional signing within leasehold
- Hang-tag permits administered by CCA (city issues, no charge)
- OPTIONS:
  1. Limited non-permitted vehicle parking in leasehold - on a first come, first served basis; CCA marshals staffing two entry points only with this option, **OR**
  2. Permit-only parking in leasehold on pilot weekends



# Employee Transportation Demand Management (TDM) Program within CCA Leasehold

- CCA, CMF and CDH Employee Transportation Coordinators
- CCA Employee Cash Back Program (\$3 per day parking cash out incentive)
- CDH Meal Credit Incentive Program
- Commuter Challenge Contest
- Rideshare Support
- Ride Ticket Booklets
- New Bike Racks (35 bikes)
- Concert Night HOP Service





## Proposed North of Baseline Neighborhood NPP Program

(13 pilot weekends only)

- Modify boundaries to North Neighborhood NPP District to reflect 75% parking utilization (summer 2016 data) without spillover
  - Remove 6<sup>th</sup>, 7<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> Streets
- City issues permits (no charge during pilot)
- Paid public parking within the NPP boundary, only
  - Using Park Mobile application or Baseline pay station
  - No parking time limit



# North CAMP NPP Zone

*Revised Proposal – 4/18/2017*





# Proposed Implementing Ordinance Amendments

Ordinance 8179, as passed on first reading 4/4/17 (Att. A)

- Amends Neighborhood Permit Parking Zones
  - Allows rule-making to apply NPP regs to Sundays, holidays
  - Distinguishes Chautauqua Parking Management Plan zone
- Creates a Chautauqua Parking Management Plan (CPMP) zone, Seasonal Chautauqua Parking Permit and permit issuance & administration standards
- Amends Neighborhood Parking Permit Fee to distinguish CPMP and North Neighborhood NPP
- Addresses inconsistencies re: current parking at open space



# Proposed Implementing Ordinance Amendments

## ALTERNATIVE Ordinance 8179, as proposed (Att. B)

- ADDS (per 4/4/17 Council direction; subject to approval on 3<sup>rd</sup> reading on 5/2/17):
  - CM authority to delegate administration of city-issued Chautauqua parking zone permits
  - Business permits to be used for businesses' employees, only
  - CM authority to revoke permits based on grounds included in permit, rule or regulation
  - Chautauqua zone exception to allow for enforcement of various unauthorized parking
  - Payment with mobile device can be enforced with LPR technology



# Proposed Implementing Regulations

1. Creating Chautauqua North Neighborhood NPP Pilot Zone (Attachment E)
  - TEMPORARY – June 1 – August 31, 2017, ONLY
2. Amending the NPP Zone Regulations to allow for weekend restrictions for the North Neighborhood NPP only during the pilot project period (Attachment F)
  - TEMPORARY – June 1 – August 31, 2017, ONLY

Revised since 4/4/17 to reflect weekends-only pilot, no time restricted parking and reduced North Neighborhood NPP district boundaries



# CAMP Pilot Budget Summary

	<u>Seven Day Pilot</u>	<u>Weekend Only</u>
Total Pilot Cost:	\$ 855,500	\$ 454,500
Existing Funding:	\$ 113,000	\$ 113,000
Anticipated Revenue:	\$ 340,000	\$ 130,000
 New 2017 ATB Request:	 <b>\$ 402,500</b>	 <b>\$211,500</b>



# Request for Council Action

1. Approve proposed Summer 2017 Pilot Program, including transit service, parking management and TDM components
2. Approve adjustment to base needed to fund 2017 Summer Pilot Program (\$212,000 to \$403,000 depending on options chosen)
3. Approve (second reading) proposed temporary ordinance amendments and support temporary regulations needed to allow parking management components of pilot to occur



# Discussion





# Extra Slides for Questions

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# Chautauqua Area Parking Management Zones





# Pilot Evaluation

Collect the following for comparison to 2016 data:

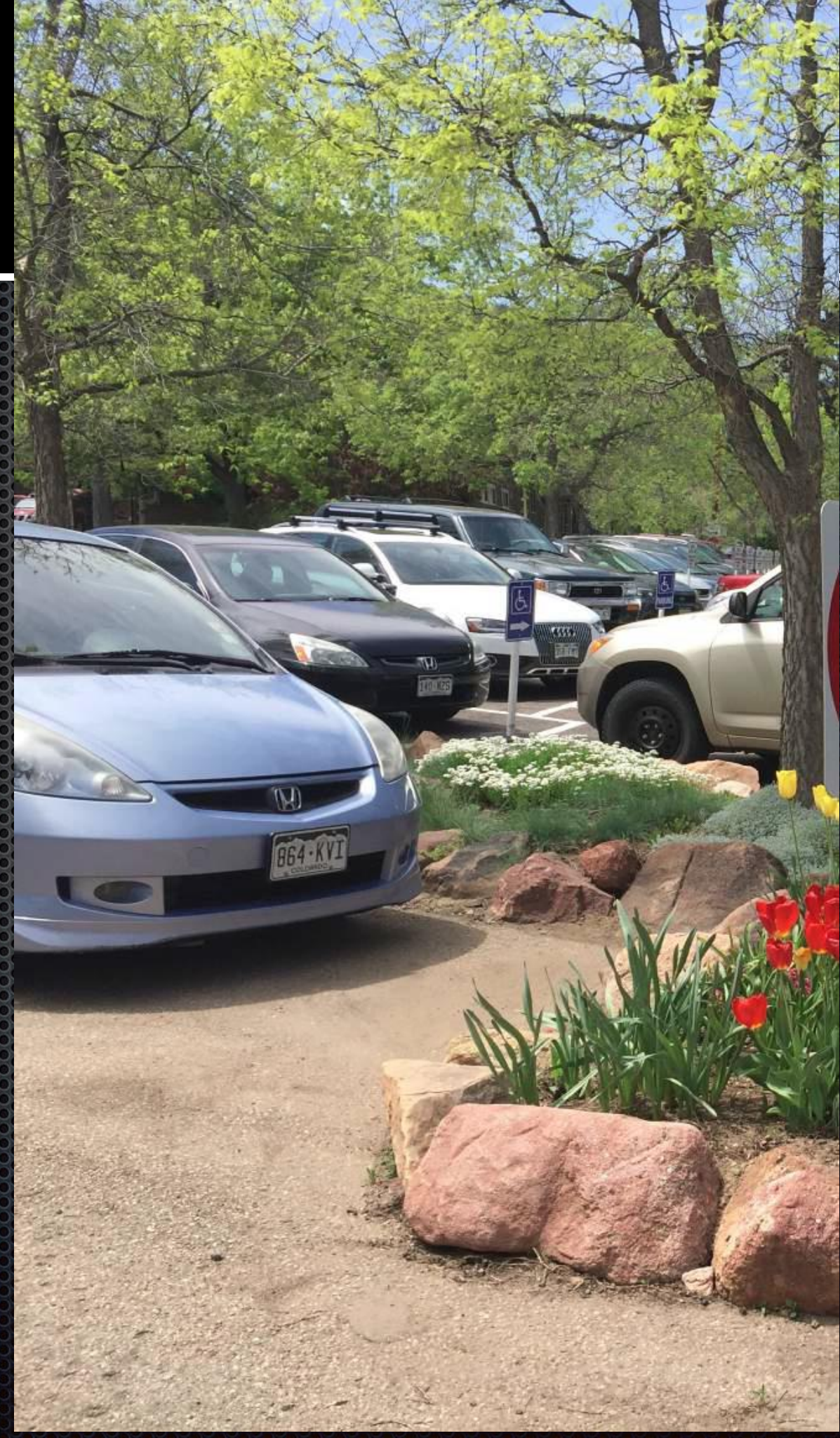
- Arrival mode
- Transit and TNC ridership
- Traffic patterns (speed and volume)
- Parking location and utilization

Trail counters

- Use levels
- Distribution across time/day/month

Online users questionnaire

- Visitor demographics
- Customer satisfaction and visitor experience
- Did visitors go elsewhere? Where? Why?





# Initial Community Engagement

Initial feedback from community (open houses, CAMP Working Group) suggested the need for change in both parking management and providing transit service.

These initial outreach efforts largely reached people living and working in the area and not the people who come to the park and open space.





# Public Questionnaire: Highlights

The online questionnaire (January-February) was our best outreach tool to reach the larger community. (2,358)

**27%:** It already is so difficult to access Chautauqua that they rarely do so.

**22 to 52%:** They would no longer come to Chautauqua if there were time restrictions or if they had to pay to park.

**18 to 31%:** They would use other modes of transportation like the shuttle to access Chautauqua if there were time restrictions or if they had to pay to park



# Boards Feedback

Presentations made to four city boards:

- Parkmobile / need to have smart phone to park;
- Time limit of 2 hours / concern that turnover will bring more cars to the area;
- Aesthetics and character impacts of signing in Landmark area and that Pay Stations inappropriate for the area;
- High fee for this trailhead / Precedent for paying for access to open space;

Boards expressed concerns but willing to try an experiment.



# Engagement with CCA

- Multiple CAMP staff meetings with CCA ED 4/26/16 - 2/7/17 in addition to monthly CSF meetings
- 4/26/16 CAMP update memo for 5/2/16 CCA BOD meeting – *presentation declined*
- CCA board member selected to CAMP Working Group. Other CCA board members attended the final four working group meetings along with CCA ED and other CCA staff.
- 12/19/16 CAMP summer 2016 data “deeper dive” meeting with CCA ED
- 1/6/17 CAMP summer 2016 data presentation to CCA board reps, many CCA staff and Lenny Martinelli and Jerry Manning of the **Chautauqua Dining Hall**
- 1/20/17 and 2/7/17 - CAMP staff, consultant **charrettes** with CCA ED and staff
- 2/8/17 CAMP staff met with **Chautauqua Dining Hall** general manager Jerry Manning and CCA ED - overview pilot direction, discuss CDH needs and interests
- 2/13/17 Chautauqua leasehold permitting meeting with CCA ED and three staff
- 2/14/17 CAMP staff met with **Colorado Music Festival Executive Director**, CCA ED, CCA staff - overview pilot direction, discuss CMF needs and interests
- 2/16/17 CAMP staff spoke with CCA staff re: potential time restrictions impacting silent films. Staff thereafter changed 7 a.m. – 7 p.m. in favor of 5 p.m. end in leasehold zone.



# Recent Public Feedback

More recent public feedback has been questioning the need for action and concern that the solution is worse than the problem.

- Not necessary on weekdays (weekends are the problem)
- Signing is ugly and inappropriate in neighborhoods and historic areas
- Concern about paying for access to open space
- Concern about 2 hour time limits being too short
- Parking management – start later / end earlier



# Other Pilot Program Options

1. Parking Management and Transit service Friday through Sunday or only on Weekends.
2. Parking management from 8 a.m. to 5 p.m. in all zones.
3. Three or four hour time restriction in neighborhood zones.
4. Do not allow any non-permit parking in the leasehold. Permits allocated by the city and managed by the CCA.
5. Do not charge for parking. Instead have unrestricted parking in the Green, Ranger lot and Baseline and have time restricted parking (with permits) on the neighborhood streets.
6. Voluntary TDM for Chautauqua area employees.
7. Higher parking rates to incent transit use and to seek more cost recovery.



# Pilot Program Summary

Pilot Recommendations developed using:

- CAMP Guiding Principles from the 2016 Lease,
- Technical analyses / Key Findings, and
- Community engagement

Summary Pilot Recommendations:

1. Free transit from satellite parking lots
2. Parking management
3. Employee TDM



# Timeline / Next Steps

## Ordinance / Regulation changes

- 1<sup>st</sup> Reading on April 4<sup>th</sup>
- 2<sup>nd</sup> Reading and public hearing on April 18<sup>th</sup>

## Budget / Adjustment to Base

- Council action on May 16<sup>th</sup>

## If approved and funded:

- Remaining implementation steps
- Summer Pilot – June 1<sup>st</sup> through August 31<sup>st</sup>



# Pilot Implementation Steps

1. Finalize administration of Chautauqua Permit Program
2. Finalize administration of Neighborhood Permit Program
3. RFP and contracts for transit components and satellite parking (CU and BVSD)
4. Complete project cost and revenue estimates for Adjustment to Base submittal
5. Work with vendors to finalize plans for communicating the changes to the public
6. Order and install parking pay stations and regulatory signing
7. Hire and train parking ambassadors



# CAMP Guiding Principles – 1

- Chautauqua is a unique shared resource requiring unique solutions.
- Chautauqua is a National Historic Landmark.
- The needs of all stakeholders, including the Association, cottage owners, park users, open space users, and neighbors should be considered.
- A mix of uses must be accommodated.
- Pedestrians must be given priority on the narrow streets without sidewalks.
- Traffic circulation should be minimized in the interests of pedestrian safety and user experience.
- Parking demand is seasonal and solutions need not address time periods during which access is readily available.
- During peak periods, the parking needs of the users in the historic core should be prioritized, but not exclusive.

(CONTINUED)



# CAMP Guiding Principles - 2

- A seasonal transportation demand management (TDM) plan for employees should be implemented.
- The right of public access should not be restricted except for good cause with such restrictions minimized as appropriate.
- The interests of the surrounding neighbors should be addressed.
- Any plan should be flexible to address changing circumstances.
- Access management should be consistent with the Guiding Principles for Place Management and Fiscal Sustainability.
- Consistent with the City's climate commitment and sustainability and resiliency goals, any plan should support public transit, alternative modes of transportation, a reduction in vehicle miles traveled and a reduction in visits in single occupant vehicles.



# Key Pilot Program Considerations

1. Ordinance changes are required to allow NPP zones near Chautauqua; NPP on Sundays and change in parking requirements for OSMP trailheads
2. Cost of pilot program (Costs exceed revenue by \$380K). Will require an Adjustment to Base.
3. Regulatory signing required for parking management in the historic district.
4. Pay for parking in most zones will be dependent upon “Park Mobile” application (Pay stations available on Baseline) and aided by parking ambassadors.



# Communications Plan

City communications staff will continue to provide core support to the pilots, should they move ahead

Leveraging city resources: community-wide newsletter, Channel8, social media accounts, open houses, website, CAMP email listserv, coordination with partners, etc.

Staff has identified a need to work with an external vendor(s) to ensure broad community communication regarding the pilots, including an intensive outreach campaign on parking and transit changes - budgeted

Will include ads (bus wraps or other), ambassadors and more



# Council Direction on 4/4/17 (2 of 2)

- Parking Management – CCA Leasehold:
  - Let CCA manage permits within its leasehold area
  - Explore permit-only parking in leasehold
- Parking Management – North Neighborhood NPP:
  - Carve off 10<sup>th</sup> and 11<sup>th</sup> Streets for purposes of both NPP and paid parking



# *Pay for Parking and Park mobile signing*





# Parking Pay Station





# Chautauqua Access Key Findings

During the Summer, average visitation to Chautauqua is 2,570/day. Visitation here has more than doubled in the past 10 years.

Between 75 and 85 percent of visitors arrive at the Chautauqua site by Motor Vehicle.

About 1/3 of visitors are Boulder residents. All others live outside the city.

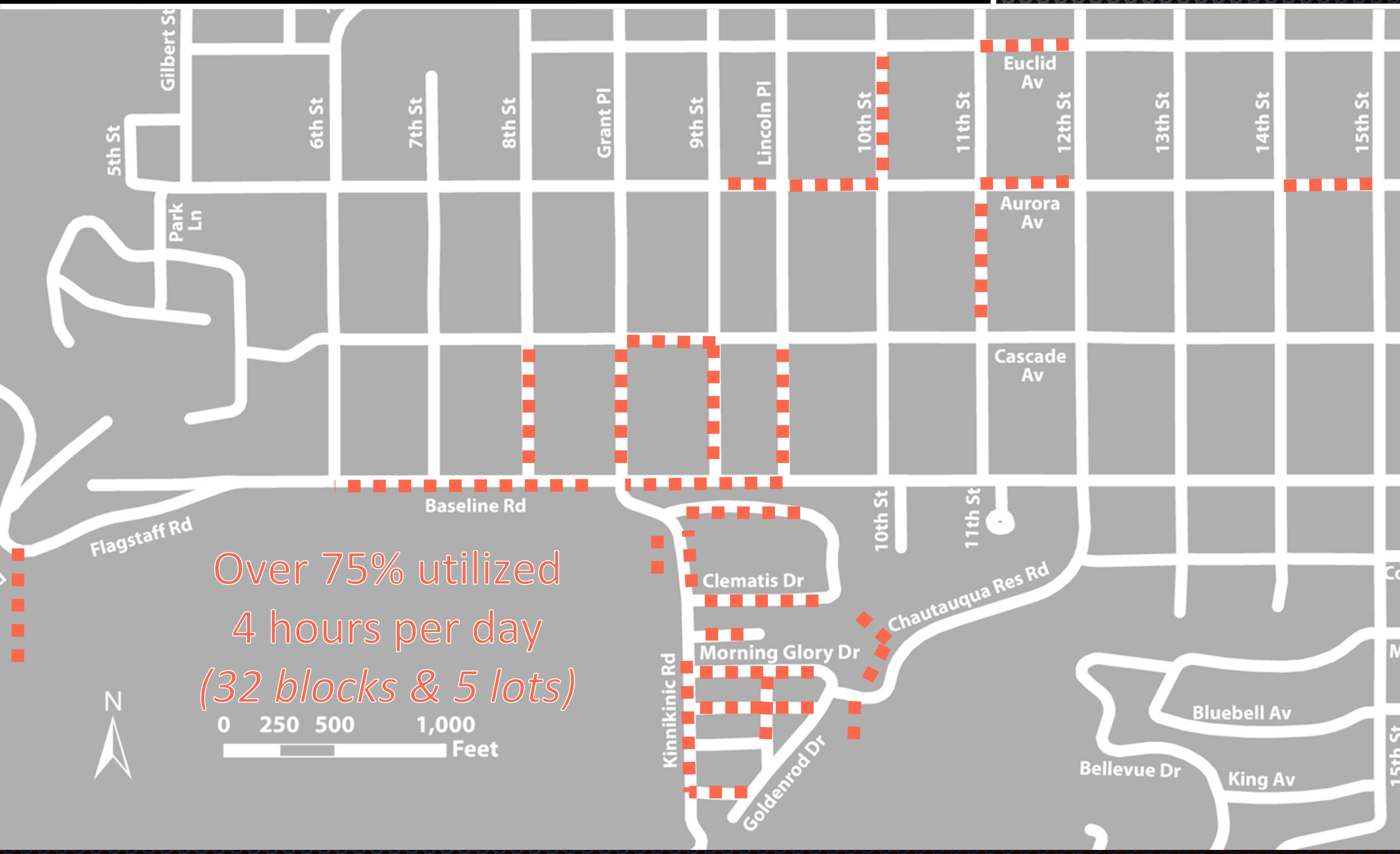
5 blocks in the Neighborhood to the North and most of the leasehold streets meet the City's 75% parking utilization threshold for 4 or more hours per day.

Less than 1/3 of survey respondents found it difficult to find parking.



# Parking Study Results

Summer 2016 – All days





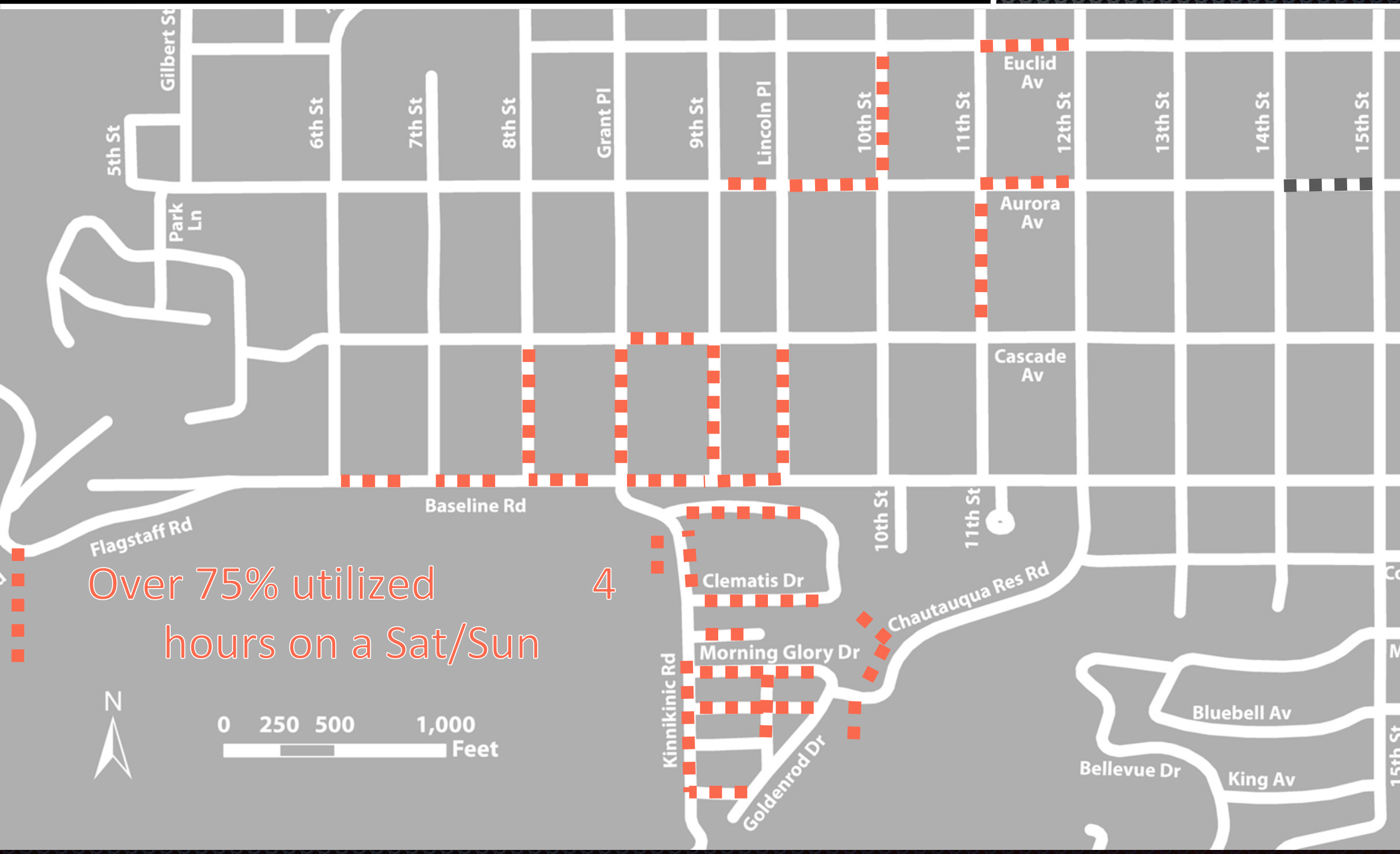
*Summer 2016 – Monday to Friday*





# Parking Study Results

*Summer 2016 – Saturday and Sunday*





# Council Direction on 4/4/17 (1 of 2)

- Scale transit & parking management days back based on data
- Scale hours of operation back to 8 a.m. – 5 p.m. (vs. 7 – 7)
- Look for ways to cut costs
- Paid Parking –
  - Explore reducing from \$2.50/hour to \$1.25/hour
  - Explore distinguishing City or BoCo license plates
  - Explore programming to only pay for regulated hours
- Time-restricted parking in NHs– go from 2 hours to 3 hours
- Add bicycle parking



# Parking Management

*Proposed North Neighborhood NPP boundaries*





# Chautauqua NPP Zone

*Proposed Chautauqua Leasehold Boundaries*





# Neighborhood Permit Parking (NPP) Summer 2017 Pilot

- RESIDENT permit for each vehicle registered at address (max. 4)
- 2 VISITOR permits per address (re-usable)
- 2 GUEST permits (overnight) available – date-specific (max. 21 days)
- NO CHARGE FOR PERMITS during pilot
- No commuter permits
- All non-permitted vehicles would pay to park AND be restricted to two hours/once per day to provide turnover and more availability for residents' uses



# Public Feedback

Feedback from Community Workshops and meetings with CWG have suggested the need for change in both parking management and providing transit service.

These outreach efforts have largely reached people living and working in the area and not the people who come to the park and open space.

The Questionnaire we released in February has been our best outreach tool to the larger community.



## 2. Transit service from remote parking

- Segment A+B that connects to 330 remote free and paid parking locations
- 15 minute headways weekdays and weekends
- Vehicles would accommodate dogs and climbing equipment
- Integrated with Transportation Network Company (TNC) discounts





# CAMP Pilot Budget

	<u>7 Days</u>	<u>3 Days</u>	<u>Weekend</u>
Total Cost	\$855 K	\$548 K	\$454 K
Revenue	-\$360 K	-\$190 K	-\$150 K
Existing	-\$113 K	-\$113 K	-\$113 K
New 2017	+\$382 K	+\$244 K	+\$191 K
Transit Only	\$486 K	\$233 K	\$190 K



# CAMP Pilot Budget Components

- Transit -

- Shuttles and drivers (contract with operator)
- Ride-sharing subsidy
- Branded wrap – design, wrap, unwrap

- Parking Management -

- Signage, kiosks – purchase, installation, removal
- Overtime for parking enforcement

- Data Collection and Evaluation

- Other -

- Parking ambassadors, marketing, permit admin, offsite signage, LPR equip.







# Town of Breckenridge Free Downtown “Trolley”

- Start Date: September 2016
- Length of Route: 3 miles, Downtown Transit Center to Ice Rink
- Service Span: All year, every day, 9 am – 11 pm
- Frequency: Every 30 minutes (will increase to 15-min in 2018)
- Ridership: Jan 1 to Mar 31, 2017 - 18,306 total riders
- Vehicle Cost: \$488,000 for bus with custom trolley facade
- Vehicle Specs: 30' Gillig Bus, with trolley facade installed by Cable Car Classics



# Additional notes from Breckenridge Transit Manager

- ToB used actual trolleys until 2007, but they were **old and unsafe for drivers and passengers**
- **Drivers like the new “trolley” because it is exactly like driving a bus**
- ToB has ordered another and it will arrive in 2018
  - Will be used to increase frequency
  - Operating trolleys **only on Main Street**
- **Ridership increase from 2016 to 2017 attributed to new parking management strategy and new trolley vehicle type**



# Summer 2017 CAMP Pilot

## *Staff Recommendations*

1. FREE transit service from FREE satellite parking
2. Paid parking in all zones
3. 2 hour time-restriction and permit systems ONLY in neighborhoods
4. NO TIME RESTRICTIONS on Baseline, in Ranger Cottage lot or around The Green
5. Employee Transportation Demand Management (TDM)





## 2. Parking Management by zones

	#1: Adjacent Neighborhood	#2: Baseline Road	#3: Green and Ranger Lot	#4: Leasehold Neighborhood
<b>Time Restrictions</b>	2 hr max once per day but TBD with neighborhood at upcoming meeting	None	None except no overnight parking (no change)	2hr max once a day
<b>Parking Rates</b>	\$2.50 per hour for 2hr max	\$2.50 per hour with no time restriction	\$2.50 per hour with no time restriction	\$2.50 per hour for 2hr max
<b>Permits Allowed</b>	Standard NPP groups	None	None	Special CPP user groups
<b>Parking Restrictions</b>	7am – 7pm, 7 days a week with LPR technology	7am – <b>5pm</b> , 7 days a week with LPR technology	7am – 7pm, 7 days a week with LPR technology	7am – <b>5pm</b> , 7 days a week with LPR technology
<b>Equipment required for Summer 2017 Pilot</b>	New signs on each block face and mobile parking app (TBD)	Pay Stations and new signs on all block faces and mobile parking app	New signs at entrances & elsewhere and mobile parking app	New signs on each block and mobile parking app

LPR = License Plate Recognition

CPP = Chautauqua Permit Program  
NPP = Neighborhood Permit Program